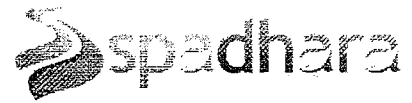


718 OLD SAN FRANCISCO RD #200
SUNNYVALE, CA 94086
TEL: 650.860.6040
INFO@SPADHARA.COM



February 5, 2010

Mr. Wayne Morris
City of Fremont
Community Development Department
Planning Division
39550 Liberty Street
Fremont, CA 94538

INFORMATIONAL 1

COP
~~Zoning~~ Application for Day Spa in Pacific Commons Mall

Dear Mr. Morris:

Vartika Inc., established in 1998, owns the Spa Dhara brand and plans to launch a flagship Spa in the Bay Area. One of the locations that we are considering is Fremont CA. We would like to apply for Zoning Approval for a Day Spa at the Pacific Commons Mall. The exact location is 43368 Boscell Road, Fremont, CA 94538. The name of the proposed SPA is Spa Dhara.

Our plan is to open a State of the Art Spa & Wellness Center in Fremont, CA that would, in steady state hire 30-35 employees and have a projected revenue of \$950,000 per year in steady state. The benefit to the City of Fremont & State of California include, Sales Tax Revenue, Employment in Fremont, Income Tax Revenue. As we grow, Fremont would serve as the potential headquarters for Vartika Inc as it launches other Spa & Wellness Centers across the US.

Our goal is to run a profitable business by providing holistic treatments, facials, aesthetic services in a caring, upscale, professional environment at competitive prices. We plan to offer a blend of European and Ayurvedic Holistic Treatments and provide high demand, higher margin services. Our goal is to build upon repeat business and client experience. We will use this location as a launch pad to open additional Spas & Wellness Centers. We plan to be mindful of the overall experience - using only the finest products, beauty treatments and therapies. Special lighting, flooring, music, decor, and textiles will be used throughout the spa will complete the comfortable, plush environment and enhance the client's overall spa experience

We plan to open a high-end Spa & Wellness Center catering to busy and stressed individuals. This Spa & Salon location would serve as a successful prototype for development of a multi-store model. The Spa & Salon will provide services that are very profitable and in demand on a weekly & monthly basis. These Services include Facials, Henna, Threading, Waxing, Pedicure/Manicure, and Holistic Treatments. We would also provide high-margin Bridal Makeup Services & Hair Treatments and Yoga/Reiki Sessions. We plan to sell highly differentiated retail products to complement our services.

We would run a professional and profitable SPA and our points of differentiation are as follows:

- **Stellar Management Team** – Owners have 40+ years of combined experience in Marketing, Sales, and SPA Industry. Team comprises of experts in SPA and Sales & Marketing
- **Strategic Marketing** - Marketing will be the first strength to our success and a huge competitive edge
- **Professionalism** - Which includes everything from maintaining confidentiality, to hiring the very best employees
- **Individual Attention** - Each client's experience will be tailored to her preference

- **Repeat Business/Referrals** - giving the kind of service that brings people back for regular treatments, and encourages clients to recommend us to friends
- **Unique Treatments** - We have the latest in techniques with the best products from US, Europe, and South Asia
- **Fantastic Location** - We plan to have a very strategic location for the store to ensure high traffic and convenience for our clients

We plan to have the Spa open from 10 am to 8 pm seven days a week. We have enclosed a PDF presentation that outlines our plan and shows competitors in Fremont, Alameda County, and Santa Clara County that have some overlapping services. This includes ZaZa Nail Spa in the same Pacific commons Center in Fremont. ZaZa currently offers nail services, massages, waxing, and facials.

As we plan to use this Spa as our flagship Spa to launch several Spas around the country and run them professionally as a corporation, we request that you kindly approve our application to open a Day Spa in Pacific Commons Mall.

Should you have any questions, please feel free to reach our Architect, Dennis Shafer at (408) 736-1094 or via email at shafer.arch@sbcglobal.net. I can be reached at 408.689.2430 or via email at rohit@spadhara.com

Best Regards,



Rohit Shyam
President
Vartika Inc.

Enclosures:

1. *Zoning Application*
2. *Spa Dhara Presentation*
3. *Site Plans & Layout*
4. *BMP Statement*
5. *Check for \$850*